

Abstract

The University Library at California State University San Marcos implemented the Accudemia student tracking software system this semester in our brand-new 24/5 space to determine the number of visitors during operational hours, as well as how the space and services are being used. Users swipe in upon entering the space and swipe out upon exiting, providing a credential check to determine current University affiliation for security. We also measure use duration, choices of study spaces, technologies, services, and desire for a safe, overnight facility on our campus. The power of Accudemia lies in integration with other data from across campus: touchpoints for student services, careful cross-referencing with enrollment and course completion information, and measures of student success like year-to-year retention and time to graduation. We'll share our assessment plan and some reporting available within this tool, which is already in use by campus centers like the Writing Lab and cultural centers within our student union facility.

What is Accudemia?

Accudemia is a cloud-based product from Engineerica Systems, Inc., a Florida Corporation founded in 1994 by College of Engineering and Computer Science alumni from UCF. Accudemia was developed to manage academic centers and provides institutions with the ability to track and collect feedback on lab and center visits, the purpose of those visits, scheduling appointments, and much more.

How is it Being Used on Campus and in the Library?

Campus

There are currently 34 centers across campus using Accudemia. Our campus IITS is responsible for loading active students into the system along with the courses they are enrolled in.

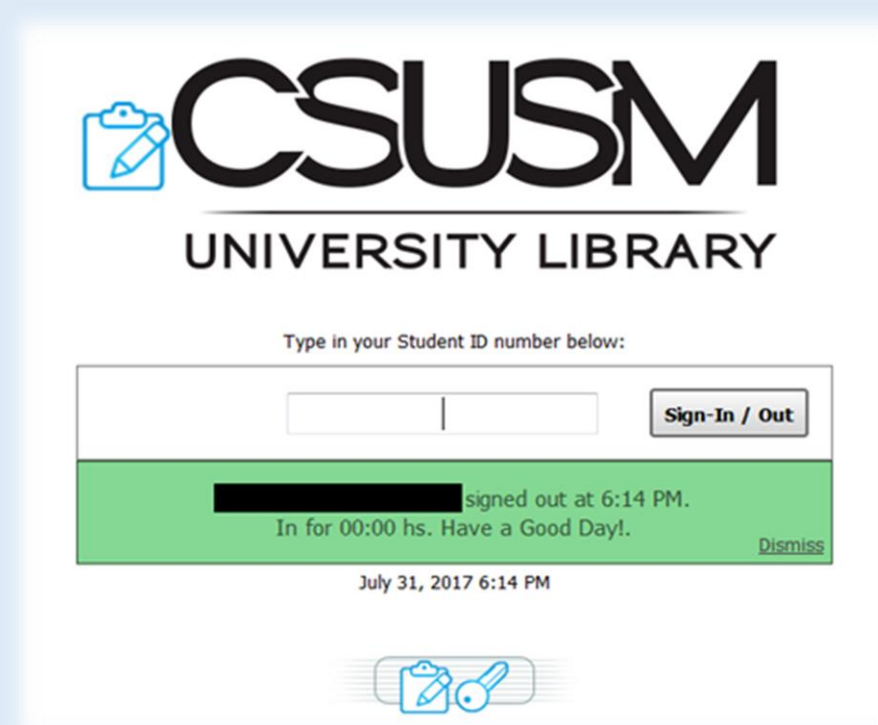
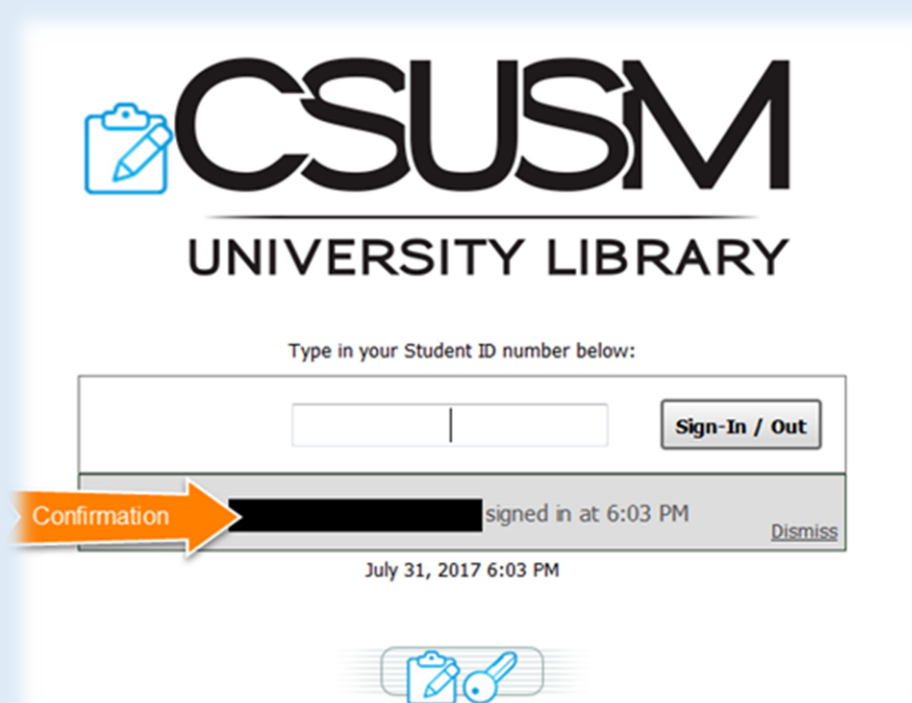
Library

There are two centers set-up in the Library.

- ☐ Research Help Desk – uses for scheduling appointments with Subject Librarians
- ☐ 24/5 Zone – uses to track student usage and activity in the new 25/5 Zone

24/5 Zone

There are two Accudemia stations set-up in the 24/5 Zone, one at each of the entrances into the space. Student who use the 24/5 Zone after midnight are required have a CSUSM ID and to sign-in and sign-out of the area.



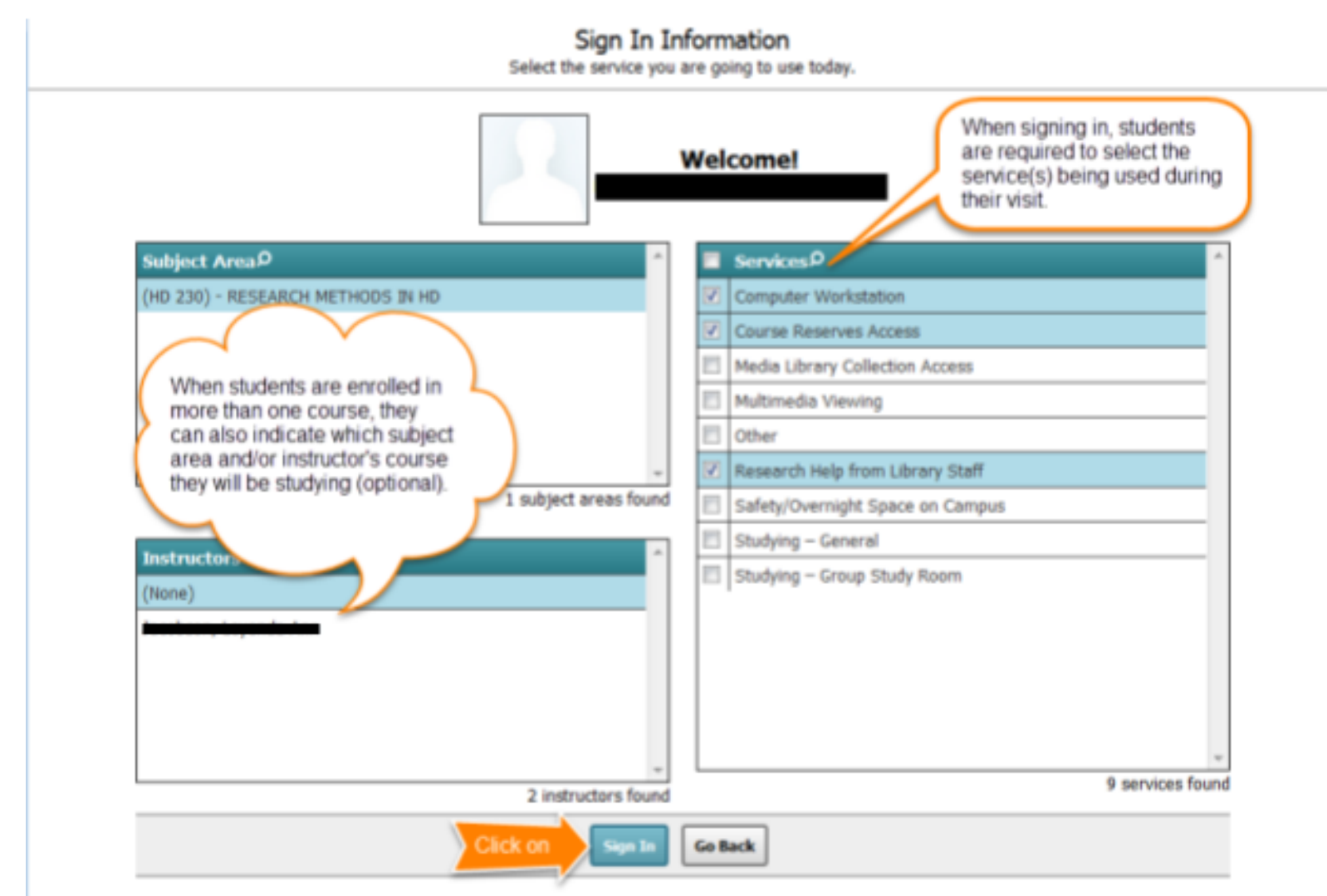
The sign-in requirement and data collected help us to monitor usage of the space, restricting usage to currently enrolled students and insuring overall space security, as well as to assess services, and evaluate how the services impact student success.

Using Accudemia for Service Assessment and Security

Presented by Teresa Roudenbush
Access Services Conference
November 15-17, 2017
Global Learning Center, Atlanta, Georgia

What Data is Tracked?

In the 24/5 zone, students are asked the nature of their visit or more specifically which services they will be using and which classes or subjects they will be studying.



Services include:

- Computer Workstation
- Course Reserves Access
- Media Library Collection Access
- Multimedia Viewing
- Other
- Research Help from Library Staff
- Safety/Overnight Space on Campus
- Studying – General
- Studying – Group Study Room

As part of the sign-in process, students can also select the Subject Area(s) they will be studying from the list of options which are auto-populated based on the courses they are enrolled in for the current semester.

How is Tracked Data Used?

We are able to use the data captured in Accudemia to assess:

- ☐ Number of students visiting our space (one-time and repeat users)
- ☐ Duration of their visits
- ☐ Unique service need(s) triggered their visit
- ☐ Classes or subject areas most often studied

This data may be used in combination with other data gathered in the space such as hourly gate counts and walk-through assessments to get a clearer picture of how our 24/5 space is being used. There may be other campus wide uses for the data down the line looking at student lab visitation habits and overall student success, such as retention and years to graduation.

What Reports are Available?

There are several canned reports which can be run. Reports parameters can be set for a specific lab, date range, and desired data. The reports can be downloaded in pdf or exported into excel for additional manipulation. Samples of reports include the following:

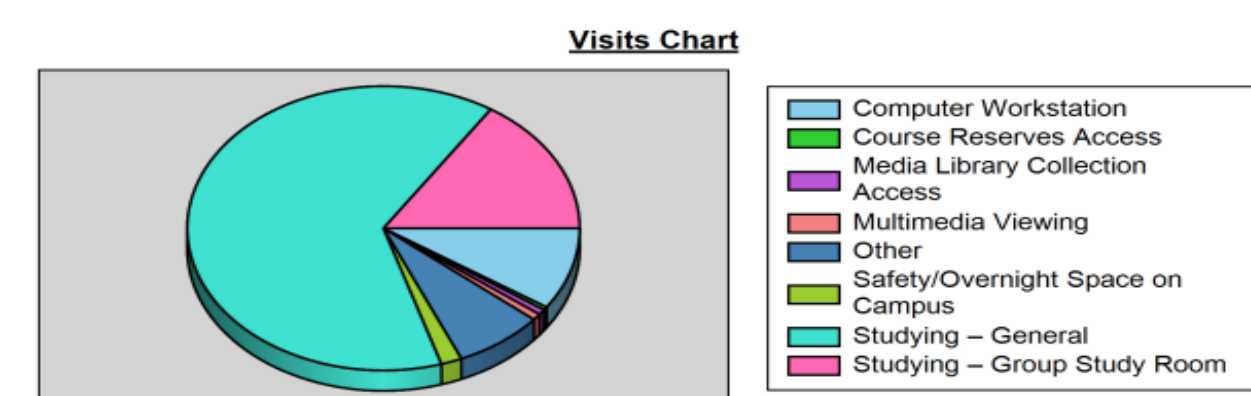
Attendance Summary Report by Service

Accudemia
Attendance Summary Report by Service

Filtered by:
Start: 08/27/2017 - End: 10/04/2017
Locations: 24-5 Services

Service	Visitors	Visits	Visit Time	
			Avg	Total
Computer Workstation	49	76	03:36	273:47
Course Reserves Access	3	3	05:36	16:48
Media Library Collection Access	5	5	03:33	17:46
Multimedia Viewing	4	6	05:55	35:32
Other	45	60	03:06	186:11
Research Help from Library Staff	1	1	00:00	00:00
Safety/Overnight Space on Campus	8	14	02:36	36:18
Studying – General	254	519	02:48	1466:15
Studying – Group Study Room	91	128	03:12	410:26
	490	812	03:23	2453:03

Total Unique Visitors: 368
Total Unique Visits: 733



Attendance by Service and Subject Area

Filtered by:
Services: Computer Workstation, Course Reserves Access, Media Library Collection Access...
Students: All
Groups: All
Subject Area: All
Start: 09/27/2017 - End: 10/04/2017

Service: Computer Workstation (24-5 Services)					
Date	Sign In Time	Sign Out Time	Period (hr:min)	Subject Area	
09/27/2017	12:11 AM	08:11 AM	08:00	(SOC 484) - INTERN CRIMJUSTICE STUDIES	
10/04/2017	12:03 AM	12:25 AM	00:23	(VBAR 312) - SCULPTURE I	
09/28/2017	12:07 AM	12:40 AM	00:33	(GEL 101) - THE STOTUNICOMMUNITY	
09/29/2017	12:10 AM	04:30 AM	04:20	(BUS 444) - STRATEGIC MGMT GLOBAL ENVIRON	
10/01/2017	08:23 PM	11:59 PM	03:36	(MIS 480) - MANAGING INFO SYSTEMS PROJECT	
10/02/2017	12:05 AM	03:34 AM	03:29	(BUS 444) - STRATEGIC MGMT GLOBAL ENVIRON	
10/04/2017	12:05 AM	12:50 AM	00:45	(PSYC 386) - DEV PSYCH LAB	
09/28/2017	12:03 AM	02:50 AM	02:50	(GIST 100) - INTRO TO GLOBAL STUDIES	

Note: Items in *italics* have been modified manually.

Attendance by Service (incl. Subject Area) Report
Generated on 10/04/2017 3:31:05 PM
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Attendance Summary Report by Subject

Filtered by:
Start: 08/27/2017 - End: 10/04/2017
Locations: Library

Subject Area	Visitors	Visits	Visit Time	
			Avg	Total
(ACCT 201) - INTRO FIN ACCT	7	11	04:34	50:24
(ACCT 202) - INTRO MANAG ACCT	3	3	03:00	09:00
(ACCT 306) - COST ACCOUNTING	1	1	03:51	03:51
(ACCT 307) - TAX ACCOUNTING	4	19	01:27	27:47
(ACCT 418) - AUDITING	1	2	03:49	07:39
(ACCT 421) - FIN ACCT GOVT NOT PROFIT	2	6	01:34	09:29
(ANTH 200) - CULTURAL ANTHROPOLOGY	4	4	02:10	08:43
(ANTH 301) - CULTURE & MED: HEALERS	3	3	01:25	04:15
(ASTR 342) - ELEMENTS OF ASTRONOMY	2	3	04:33	13:40
(BIOL 104) - HUMAN BIOLOGY	1	7	02:37	18:22
(BIOL 160) - MICROBIOL HEALTH SCI	1	1	00:15	00:15
(BIOL 175) - ANATOMY & PHYSIOLOGY I	1	17	02:14	38:07



Challenges Encountered

While the software is fairly problem-free and easy to use, we did experience some technical and operational challenges:

Technical

- ☐ Lab/Center access is IP based and browser specific
- ☐ Campus WiFi issues – chrome books unable to connect

Product Restrictions

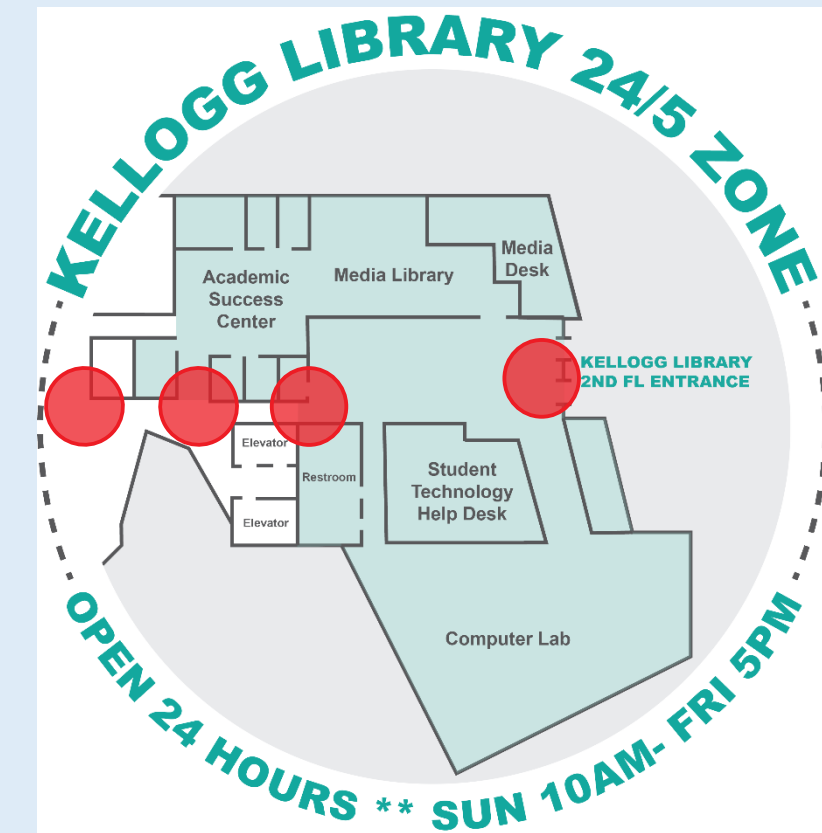
- ☐ Auto logout at 11:59PM – unable track visitation beyond current day

Operator

- ☐ Unsuccessful user logins
 - Unable to login – not currently enrolled
 - Incomplete logins – no purpose or courses entered
- ☐ Users not logging out – auto-logout is set for 8 hours

Space

- ☐ Unique space with 4 distinct areas and as many exits (*marked below*) making it difficult to monitor coming/goings and logins



Trouble-shooting and Potential Future Changes

For each of the challenges above, we have either already taken measures or have ideas on future adjustments to help overcome them, including the following:

- ☐ To remedy the **Technical** challenges...
 - Set-up chrome book to login automatically
 - Created manual sign-in sheet – *to hand-key later*
 - Consider adding desk computer as a lab sign-in station
- ☐ To address challenges with restriction of the **Product**...
 - Made procedural changes to insure users who login before midnight sign-in again
- ☐ In response to challenges with **User/Operator** error:
 - Trained users on sign-in early on
 - May consider removing the requirement for course selection in the future to reduce login errors
 - Changed auto-logout to 6 hours
 - Used manual sign-in sheet for users unable to login
 - Improved Accudemia signage
- ☐ In response to challenges with the **Space** itself:
 - Improved directional signage

Conclusion

Overall, Accudemia is meeting our needs and expectations. The program was easy to set-up and manage on the staff side and is simple for the students to use. The reports give us the data we need to track visitors and assess their use of our 24/5 space and services.